

**Application for Gold West Country Cooperative Marketing Funds**

Please type:

Organization Name(s) Bannack Association Telephone 406-834-3413Legal Address Box 1426 City Dillon Zip Code 59725Project Supervisor Tom Lowe Telephone 834-3413Address 4200 Bannack Road City Dillon Zip Code 59725Regional President Barb Reiter Telephone 225-4339Tourism Region Gold West CountryProject Title Bannack BrochureTotal Budget for Project (taken from attached detailed budget) \$ \$5,427.20Percentage of Cooperative Funds Requested 50 % Dollar Amount of Cooperative Funds Requested \$2713.60Proposed starting and ending dates (maximum 1 year) : From February 2009 To: June 2009

Funding Source (Outline in detail sources from which funds are to be provided):

- |   |                     |
|---|---------------------|
| a. Regional/CVB funds                     | \$ <u>2713.60</u> * |
| b. Memberships                            | \$ _____            |
| c. Advertising Revenue                    | \$ _____            |
| d. Cash on Hand                           | \$ _____            |
| e. Other (please list)                    |                     |
| 1. <u>Bannack donation account</u>        | \$ <u>2713.60</u>   |
| 2. _____                                  | \$ _____            |
| 3. _____                                  | \$ _____            |
| TOTAL (should equal total project budget) | \$ <u>5427.20</u> * |

## Cooperative Marketing Application

### 1. Narrative description of this project. Include how the project is executed.

We have redesigned the Bannack State Park brochure to better reflect the park attractions and to encourage people to visit the area. This is a full color brochure that will be distributed extensively throughout the state, sent to people out of state requesting information and also sent to some visitor information centers in Idaho. FWP's graphic design specialist Jay Lightbody professionally designed this brochure.

### 2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

This full color brochure replaces the black and white brochure we used for many years. It will get the attention of visitors looking at literature in brochure racks and requesting information by mail, phone and email. Ghost Towns and Western History are two of the main subjects requested by visitors seeking information who are thinking of coming to Montana. Visitors that are attracted to Bannack will also want to visit many other historical sites in Gold West Country such as Virginia and Nevada Cities, The Big Hole Battlefield, Grant Khors Ranch, etc. This will increase visitation to the Gold West region and will result in greater length of stay and increased spending by visitors. Increasing visitation to Bannack and the many other historical sites we have will help promote Gold West Country as a travel destination. Many people are not aware that Bannack is open year round and offers free ice-skating in the winter, this should help increase visitation to Bannack and Gold West in the winter months.

### 3. Target market for this project.

This brochure is targeted at visitors and potential visitors looking for information about places to go and things to do in Montana and Gold West Country, particularly those interested in Ghost Towns and Western History. It will also target those visitors interested in hiking, fishing, wildlife viewing, cultural events and winter activities.

### 4. Method of Project Evaluation

We rely on information we receive at Gold West meetings as to the interests of visitors coming to Montana. The Gold West Country website, the 2008 Montana vacation planner, the Bannack website and various ads in magazines are among the ways that visitors contact us and what they are interested in when planning a trip to Montana. Brochures are a tried and true way to disseminate information to potential visitors. We will keep track of the number of brochures distributed and will compare past visitation with visitation in 2009 to evaluate the effectiveness of the brochure.

## PRINTED MATERIALS

Publication Bannack brochure Quantity 100,000Color Full Paper Stock 80# text, recycled, white, gloss# of Pages or Folds 1 sheet, parallel folds to 4" x 9" Size 9" x 16"Ad Sales (Yes or No) No Percentage \_\_\_\_\_Distribution Plan (areas & method) This brochure will be distributed to Visitor Information Centers in Montana and Idaho, card racks throughout Montana and sent to people requesting information about Bannack, Ghost Towns and Western History.

Publication \_\_\_\_\_ Quantity \_\_\_\_\_

Color \_\_\_\_\_ Paper Stock \_\_\_\_\_

# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_

Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_

Distribution Plan (areas &amp; method) \_\_\_\_\_

Publication \_\_\_\_\_ Quantity \_\_\_\_\_

Color \_\_\_\_\_ Paper Stock \_\_\_\_\_

# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_

Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_

Distribution Plan (areas &amp; method) \_\_\_\_\_

Publication \_\_\_\_\_ Quantity \_\_\_\_\_

Color \_\_\_\_\_ Paper Stock \_\_\_\_\_

# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_

Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_

Distribution Plan (areas &amp; method) \_\_\_\_\_

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).

**REGION/CVB PROJECT BUDGET**  
**PROJECT NAME**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
	\$0	+	\$0	=	\$0
Print Services	\$153.60	+	\$153.60	=	\$307.20
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>MARKETING/ADVERTISING:</b>					
Print Brochure	\$2560.00	+	\$2560.00	=	\$5120.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>			<b>\$0</b>		

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>OTHER:</b>					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
<b>TOTAL</b>					

<b>REGION/CVB</b>	<b>PROJECT</b>	<b>\$2710.60</b>	<b>\$2710.60</b>	<b>\$5421.20</b>
<b>TOTAL</b>				